

Torrance Herald



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CHOICE PROPERTY FRONTING LLEWELLYN SITE ON MARKET

Three business blocks comprising thirty choice lots fronting on the Llewellyn Iron Works, go on the market Sunday, Feb. 8th. A big excursion will be run to Torrance that day by Thomas D. Campbell & Co. for the benefit of intending investors. A special train will leave the Pacific Electric depot at 6th and Main streets, at 10 o'clock Sunday morning, February 8th. Tickets for the trip may be obtained at the city office of Thomas D. Campbell & Co. at 625 S. So. Hill street, Los Angeles, or seats reserved there by telephone.

These lots have been reserved by the owners, the Dominguez Land Corporation, to await the removal to Torrance of the Llewellyn Iron Works. The site has already been graded and gotten ready and it is understood that construction work will begin very shortly.

This great plant will give employment to about a thousand well-paid workmen and as they will have to

pass these business lots twice or three times every working day, the advantage of their location for business purposes is readily discernible.

These lots have 30 foot frontage, are on paved streets, and are priced at the original opening prices of \$1200 on very easy terms.

They are a splendid investment.

Take your wife and kiddies and go out next Sunday, enjoy the fresh air and sunshine of Torrance and the hospitality of Thos. D. Campbell & Co. Their brisk and courteous salesman will explain everything and tell all about the great organization and masterful plans back of Torrance and the sure, firm foundations making for a great, prosperous, populous industrial payroll city, that will at the same time be the Garden City beautiful of America—an ideal home and living and working city.

You will be glad after years hence that you went out this Sunday and af-

ter looking over the new city and the many certain indications of its great future, took advantage of the low prices and easy terms and invested a few spare dollars in Torrance realty. When some "has been" tells in 1920 how rich he would be then had he invested in Torrance lots in 1914 you will be able to console yourself with the comforting thought that you were a doer and not a procrastinator.

The industrial plants now in Torrance and already contracted for removal here insure a city of fully 15,000 people. manifold advantages as an ideal site for industries insure the coming of other plants until a great industrial city, "The Los Angeles of the Southwest," has arisen. Prices per front foot for lots in Torrance are very low compared with those of other small California cities and towns without any assurance of any future before them while no one visiting Torrance can have any doubt as to its great future.

This is the dictum of the matrons and maids who run things socially at Torrance, the industrial city. They are convinced that the tango is "mischievous and unhygienic" and they have decided to cast it into the discard, while moonlight skating parties along the smooth asphalted streets of Torrance have become the rage.

Mrs. R. L. Whitney and Miss Rose Sullivan, both athletic members of the ladies' auxiliary, are the leaders in the new movement which threatens to put a quietus on dancing in that vicinity. They will give a series of skating parties, to which friends from Los Angeles, Redondo and nearby cities have been invited.

BUSINESS ALWAYS GOOD IN WEEKLY PAY-ROLL CITY

John Powell, who was for twenty years at the head of one of Vermont's largest department stores, a recent visitor at Torrance is an enthusiastic booster for this city and full of optimism for a great future.

"Give me a city with an army of workers who draw their pay roll every week and others can have all the cities backed by agricultural communities. Business is always good in a pay roll town and you don't have to wait for months for your money.

Torrance has a wonderful future before it and I expect to see it a large city within a few years."

RETAIL MERCHANTS ASSN. FORMED BY MERCHANTS

The business men of Torrance have recently organized as The Torrance Retail Merchants Association. This organization will be mutual benefit in credit protection as well as in enabling the merchants to give the community better service. All the merchants have joined the new body.

The officers are Sam Rappaport, president, and Harry Dolley, secretary. The association meets every Wednesday afternoon.

NEW ADVERTISERS

Business men who have enrolled themselves this week on the Honor roll of new advertisers in the Torrance Herald are Hurum E. Reeve, Torrance Realty Co., and J. M. Woodruff, Gardena, Ford Agency.

PROGRESS NOTES

Rumors are current that some of the boys who are working here and residing at Redondo are planning on becoming residents of our city very soon.

MISSION SERVICES AND MUSIC ARE INSPIRING

The meetings of the Mission have been well attended and much interest is manifested. The music is splendid and the talks and addresses inspiring. The services are in charge of I. L. Eldridge and J. E. Aycock. The music is in charge of Mr. Saunders.

Sunday evening Mrs. Burdick and son sang and Sherman Burdick played the violin accompanied on the piano by Mrs. Sherwood. Everybody is welcome to the reg-

HENDRIE RUBBER PLANT WILL DOUBLE CAPACITY

Machinery for the doubling of the capacity of the Hendrie Rubber company plant at Torrance arrived last Thursday morning, delayed by washouts on the railway lines. The Hendrie company will soon employ 65 men and will be able to turn out more than 125 tires and an assortment of tubes per day.

In addition to this work the new drying room of the factory will be ready at the same time and rubber that formerly was sun dried in three weeks' time will be prepared for manufacture in four hours.

The cost of machinery to be installed will be close to \$50,000 for the work order includes, besides the erection of drying rooms and frames, new vulcanizers for the handling of crude rubber in an addition of tire making machines of handling 75 tires a day.

Fifteen tons of crude rubber valued at more than \$30,000 is on the way from New York and will be on hand at the factory in time for the opening of the addition to the plant.

In speaking of the increase ordered for the plant Hendrie said:

"When we first located here we be-

lieved that Southern California offered unusual manufacturing opportunities and we have been surprised to find that the only thing the matter with the original plans were that they were not extensive enough.

"Since the opening of the Industrial Bureau of the Los Angeles Chamber of Commerce there seems to be a steady increase for information concerning the opportunities for manufacturing in Southern California. Some of this correspondence has come to us from the automobile manufacturers in the East, and at the present time there is a plan on foot for the erection by eastern capital of an automobile factory at Torrance for the manufacturing of a strictly Southern California car to be equipped with a Knight engine.

"At the present time we are figuring with the promoters of this project for the furnishing of tire and rubber equipment for these cars. While for business reasons it would be unwise at the present time to make the name of the concern public, I will say that the project has gone so far as to have been a large item in the plans now being carried out for the doubling of the output."

Eastern Motorists Will Ride on Hendrie Tires

Motor cars of eastern tourists at the \$1,200,000 hotel which H. E. Huntington has built at Oak Knoll, Pasadena, will be equipped with Hendrie tires, under the terms of a contract entered into between the W. C. Hendrie Rubber Company and the Huntington Garage. Under the terms of the contract the Hendrie tire will be used exclusively by the guests of the Huntington in their trips around Southern California in cars operated by the hotel, and the Hendrie company will be given the exclusive right to show goods to the drivers and owners of the big cars privately owned by

the hotel guests. The contract was entered into as soon as the Huntington Garage, which is the finest in the West, was ready for opening, and Manager Covington already has placed his initial order for goods. The garage was built by H. E. Huntington on the grounds of the hotel at a cost of more than \$100,000. It contains private boxes for 100 machines and is fireproof throughout.

In arranging for the Hendrie tire for the Huntington business, Manager Covington said:

"The fact that the Hendrie factory

is in Southern California, and is thus enabled to look directly after the local trade, is the most important feature in arranging for this contract.

"Of course, the tire stands up under test. Otherwise there would be no reason for giving it consideration. When in addition we can be assured from actual observation in the factory that the manufacturing method is correct, and the factory is at our doors to correct any possible mistake. If a mistake should be made, there was nothing else for us to do. Home products should be considered, is Mr. Huntington's slogan."

Torrance to Be One of Most Beautiful Cities in World

A second factor in the organization of Torrance, all-important to the employees of the factories is the park system. Here, too, the organizers are planning for the future and are planning with system and logical discernment.

Already the city of Torrance is girdled with a windbreak of eucalyptus trees, four parallel rows planted so that they interlace; this girdle will shield the city on the west, south and east. A second girdle has been provided for, closer in.

All streets in Torrance require under the organization the planting of trees without expense to the property owners. These trees are planted just outside of the property line. This is done to protect the uniformity, that is, a property owner may not substitute for trees that are planted in the parking. If it were allowed, instead of having a uniform system of different trees on different streets, Torrance would be like any other town, a hodgepodge without method. It is only within the last

three years that Pasadena, a city forty years old, has taken up the systematizing of its shade trees, passing ordinances requiring certain trees on certain streets. This is being done in Torrance to begin with, as sometimes it costs almost as much to undo as it does to do.

Liberality prevails in the parking system the same as in other factors of the organization. A splendid green house was established early and tree and shrubbery planting has been carried on continuously.

The park plan provides for attractive breathing spots in the very business center and for an extended public park reaching back from this business center to the civic center. The civic center itself, where the public buildings such as hospital, library, high school and eventually city hall, are to be located, will be surrounded with a park. Torrance will have a greater acreage of public park and play grounds than Pasadena; Riverside and many other cities in this state, that are known for their beauty.

It is worthy of note that the planting of trees is being done with the same liberality and care in the industrial sections of the city as in the residence portion; it is because of this fact, perhaps more than any other, that Dana Bartlett was not far wrong when he made the statement that "Torrance will be one of the most beautiful cities in the world."

Go to the high ground of the civic center some evening toward sunset and picture to yourself what you may reasonably expect to see five years from today in the matter of trees, shrubbery and flowers.

There is a liberality and pride about Torrance that is seldom excelled in a private residence and Torrance will stand for cleanliness, beauty and activity.

EXIT TANGO; ROLLER SKATING LATEST FAD

Exit the tango and enter that old-fashioned pastime roller skating.

Diesel Engine Hastening Here To Start Plant

Knudsen, the famous Danish engineer, managing director of Burmeister & Wain, shipbuilders of England, is hastening to Torrance to superintend the doubling of the big Union Tool Company plant in this city at a cost of \$500,000, and install the necessary machinery for the manufacture on an extensive scale of the Diesel oil burning engine.

It is understood that Knudsen will be accompanied by several of the most skilled machinists from the Copenhagen factory in charge of Mr. Knudsen. They will be employed for a time in "breaking in" the machinists at Torrance and instructing them in the use of the special machinery required.

The Diesel engines to be built here, it is said, will embody improvements which were not covered by the original patents. Certain of these improvements were perfected by Mr. Knudsen himself and are said to be of particular advantage in enlarging the engine's field of usefulness. The Danish engineer is largely responsible for the Diesel engine that will burn crude oil without any refining whatever, and it is claimed, will produce a higher percentage of horsepower per gallon of fuel than any other engine.

Present plans call for the building of engines up to 150 horsepower. Later the horsepower will be in-

creased to from 1500 to 2000. These will be types similar to those installed in the ship Siam, which recently visited the port of Los Angeles. Negotiations are said to be pending for several vessels of the larger type to be installed in vessels which two of the larger steamship companies expect to put in service on the Pacific, and it is probable that these Diesel engines will be constructed at the new Torrance plant.

An engine which would combine power efficiency with low oil consumption would be hailed by farmers and orchardists as a boon to the state, according to the Union Tool officials.

Diesel's Future.

The importance of this deal is hard to overestimate. The Diesel motor ship, in the opinion of many experts, is destined to drive the steamship off the high seas in a few years. At present, it is manufactured only in Europe, and on account of the distance to this coast and the big trade coming here when the Panama canal is finished, vessels will have to be built here for the Pacific trade. The effect upon the industry will also be big.

The Diesel engine is adaptable not only for marine use but in railroad locomotives, and motor trucks and passenger automobiles. It uses the ordinary fuel oil.

ular Sunday services. Sunday school at 10 a. m. and preaching at 11 a. m. and 7:30 p. m.

LITTLE FRANCIS JORDAN IN DANGEROUS EXPERIMENT

Little Francis Jordan met with what might have been a serious acci-

dent last Saturday morning if Mrs. Jordan had not discovered it immediately. Francis climbed up and got a box of pills, which the doctor had left for her, and commenced eating them and had nearly consumed all the pills before her mother discovered it. Dr. Leake and Mrs. Burdick were called in at once and succeeded in saving her, though she was dangerously ill.